

Eros Wellness Expands AI-Powered Preventive Healthcare Network to Andhra Pradesh, Powered by Eros Health Culture Models

Eros Wellness Expands AI Preventive Healthcare Powered by Eros Health Culture Models, launches second clinic in Andhra Pradesh after Gujarat

MANGALAGIRI , ANDHRA PRADESH ,
INDIA, September 10, 2026

/EINPresswire.com/ -- Eros Wellness today announced the launch of its AI-powered preventive healthcare clinic at the Urban Primary Health Care Centre (UPHC), Indira Nagar, Mangalagiri, Guntur, Andhra Pradesh, marking the second deployment of its preventive-health platform within India's public-health infrastructure.



Eros Wellness AI Clinic at UPHC Indira Nagar, Mangalagiri

The Mangalagiri deployment follows the launch of the Eros Wellness AI Clinic at Ayushman Arogya Mandir, Gandhinagar, Gujarat, on May 1, 2026, and represents the next step in Eros Wellness' strategy to build a scalable, India-developed preventive-health intelligence architecture capable of operating across different states, communities and healthcare environments.

The clinic is powered by Eros Health Culture Models, Eros Wellness' developing health intelligence architecture designed to bring together artificial intelligence, preventive-health science, connected technologies and culturally contextualised understanding.

The launch took place in the Mangalagiri constituency of Shri Nara Lokesh, Minister for Human Resource Development, IT & Electronics, Andhra Pradesh, and was attended by senior officials and medical professionals from the Guntur District Medical and Health Office, the State National Urban Health Mission, AIIMS Mangalagiri and the UPHC medical team.

AI-Powered Screening and Connected Health Measurements

The Eros Wellness clinic operates through a two-layer preventive health model combining non-invasive AI-powered screening with connected health devices.

Layer 1 - AI Face Scan

A contactless AI-powered facial scan assesses 28 health and wellness parameters in under one minute, providing preliminary indicators across areas including cardiovascular wellness, heart-rate trends, estimated blood-pressure trends, stress, relaxation, and recovery patterns.

Layer 2 - IoT-Enabled Health Measurements

A further 32 health parameters can be assessed using connected clinical devices, including blood pressure monitoring, blood glucose measurement, haemoglobin analysis, body composition analysis, spirometry, ECG, oxygen saturation, and thermometry.

Together, the platform can bring together 60+ health and wellness data points within a unified preventive health environment.

The operating principle is straightforward:

AI screens. Devices measure. Doctors decide.

The technology is designed to support healthcare professionals rather than replace them, helping citizens gain earlier visibility into their health while enabling doctors and health systems to identify individuals who may require further clinical evaluation.

Clinical and Public Health Perspectives

Dr Vijayalakshmi, District Medical and Health Officer (DMHO), Guntur, said: "The deployment of AI-enabled preventive screening at a public UPHC in Mangalagiri is a significant step forward for community healthcare in Guntur district. What excites me most is that this technology meets citizens where they are - in their own neighbourhood, at no cost. Early detection at the primary care level is how we reduce the disease burden on our hospitals, and this platform gives us a powerful tool to do exactly that."

Dr Rajiv, CFM & Head of Department, AIIMS Mangalagiri, said: "From a clinical and academic standpoint, the integration of AI screening with IoT-enabled diagnostic tools at the primary care level represents a meaningful advancement in preventive health delivery. Having our AIIMS interns witness and engage with this technology at the community level is itself valuable - this is the future of public health, and it is important that the next generation of doctors understands how AI and clinical medicine work together."

Dr Anusha Paruchuri, Medical Officer, UPHC Indira Nagar, Mangalagiri, said: "Every day at this UPHC, I see patients who have been living with undetected conditions for years, not because they did not want help, but because access was a barrier. The Eros Wellness AI Clinic changes

that. A comprehensive preventive health assessment, at no cost, in a facility they already trust, can make a real difference for the people of this community.”

Eros Health Culture Models: From Screening to Preventive Intelligence

The Mangalagiri clinic forms part of a broader Eros Wellness architecture being developed around Eros Health Culture Models, domain-specific health intelligence intended to progressively understand the individual across biology, lifestyle, environment and cultural context.

India’s healthcare environment is extraordinarily diverse across diet, language, lifestyle, geography, socioeconomic circumstances, and patterns of disease.

Eros Wellness believes that the next generation of health AI will therefore require more than generic medical intelligence. It will increasingly need to understand how health is expressed within the context in which an individual lives.

The Health Culture Models are being developed to progressively bring together preventive screening, connected measurements, longitudinal health information, lifestyle context and personalised wellness intelligence.

Real-world deployments such as Gandhinagar and Mangalagiri provide environments in which Eros Wellness can validate workflows, improve user experience and evaluate the performance of its preventive-health systems across different communities, subject to appropriate clinical protocols, consent, privacy and data-governance safeguards.

Dr Shilpa Desai, CEO, Eros Wellness Research and Development, said: “Mangalagiri is important because it takes our preventive health architecture into another real community and another public health environment.

Our vision for Eros Health Culture Models is built around a simple principle: health cannot ultimately be understood only through isolated measurements. Intelligent preventive healthcare should increasingly understand the individual in context - their biology, lifestyle, environment and culture.

Our approach brings together AI-powered screening, connected health measurements and clinical oversight. The objective is not to replace doctors, but to give citizens earlier insight into their health and give healthcare professionals better tools to identify risk earlier.

Gujarat was our first deployment. Andhra Pradesh is the next step in demonstrating that this architecture can operate across different communities and contribute over time to a broader preventive-health intelligence infrastructure for India.

We believe the future of healthcare will increasingly move from reacting to disease toward

understanding risk earlier, enabling prevention and giving individuals a more continuous relationship with their own health.”

Digital Health Passport

Health information generated through the Eros Wellness ecosystem can be organised through a Digital Health Passport, designed to provide individuals with a longitudinal view of their health and wellness information across multiple interactions.

The architecture is being developed with interoperability with India's Ayushman Bharat Digital Mission (ABDM) framework in mind and with citizen consent, privacy, security and applicable data protection requirements as core design principles.

Over time, the objective is for the Digital Health Passport to connect clinic-based screening with additional health devices and wellness information, providing the individual with a more continuous and personalised understanding of their health.

Participants at the Mangalagiri Launch

The launch was attended by:

- Dr Vijayalakshmi, District Medical and Health Officer (DMHO), Guntur
- Sreejana, SPM, State National Urban Health Mission (NUHM), Andhra Pradesh
- Dr Rajiv, CFM & Head of Department, AIIMS Mangalagiri
- Dr Sujatha, District Programme Management Officer (DPMO), Guntur
- Dr Sridhar, NCD/CD Nodal Officer, Guntur
- Dr Anusha Paruchuri, Medical Officer, UPHC Indira Nagar, Mangalagiri
- Dr Subhasri, Medical Officer
- Medical interns from AIIMS Mangalagiri

From Individual Clinics to a National Preventive Health Architecture

Eros Wellness' longer-term objective is to create a preventive health architecture capable of supporting large-scale deployment across India's primary healthcare network.

The model is being developed around several interconnected layers:

- Community screening - accessible preventive-health assessments within existing healthcare infrastructure.
- Connected health intelligence - combining AI-generated indicators with measurements from connected health devices.
- Health Culture Models – contextualising health information across biology, lifestyle, environment and culture.
- Digital Health Passport - creating longitudinal continuity for individuals across multiple health

interactions.

- Clinical intelligence - supporting healthcare professionals with earlier signals and structured health information.

At sufficient scale, such an architecture could also help public-health systems better understand population-level patterns, identify emerging risk clusters and allocate preventive-health resources more effectively, subject to appropriate governance, anonymisation and consent frameworks.

The Mangalagiri deployment therefore represents more than the opening of a second clinic.

It is another proof point in Eros Wellness' effort to build a preventive-health system around a fundamental shift:

from treating illness after it appears to understanding health before illness becomes disease.

About Eros Wellness

Eros Wellness is the health and wellness platform of Eros Innovation.

The company is developing AI-powered preventive health technologies, Eros Health Culture Models, connected screening platforms, Digital Health Passport infrastructure and personalised wellness intelligence.

Its long-term vision is to create an integrated health-intelligence ecosystem spanning physical clinics, virtual health experiences, connected devices and longitudinal personalised wellness serving individuals, healthcare professionals, enterprises and public health systems.

About Eros Innovation

Eros Innovation is a Sovereign AI and Cultural Intelligence company developing trusted AI infrastructure and intelligent applications across culture, healthcare, education, media, tourism and the creator economy.

Its technology strategy combines foundation models, domain-specific intelligence, multimodal AI, sovereign infrastructure, identity and responsible AI governance.

The Eros Innovation ecosystem includes Eros Wellness, Eros Universe, Eros Brahmand, Eros AI Vidya, Eros Music World, Eros Experiences and AI solutions for governments, enterprises and consumers.

The company's broader objective is to develop trusted, culturally intelligent and domain-specific AI systems capable of serving individuals, institutions and governments at scale.

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